

# MARLBORO 85'S RED BOX

SUPERMARKET

| STATE          | CITY             | ACCOUNT       | BEFORE |          |        | STATE | AFTER |          |        | MANUF. | PRICE  |
|----------------|------------------|---------------|--------|----------|--------|-------|-------|----------|--------|--------|--------|
|                |                  |               | PRICE  | DATE     | S.E.T. |       | PRICE | DATE     | S.E.T. |        |        |
|                |                  |               | PACK   |          |        |       | PACK  |          |        | DIFF   | CHANGE |
| ARIZONA        | PHOENIX          | SMITTY'S      | 1.35   | 12/03/89 | 0.15   |       | 1.42  | 12/17/89 | 0.15   | 0.07   | 0.05   |
| ARIZONA        | PHOENIX          | FRY'S         | 1.35   | 12/10/89 | 0.15   |       | 1.42  | 12/17/89 | 0.15   | 0.07   | 0.05   |
| CALIFORNIA     | LA               | ALBERTSONS    | 1.70   | 12/17/89 | 0.35   |       | 1.79  | 1/07/90  | 0.35   | 0.09   | 0.05   |
| COLORADO       | DENVER           | KING SCOOPERS | 1.50   | 11/26/89 | 0.20   |       | 1.55  | 12/10/89 | 0.20   | 0.05   | 0.05   |
| COLORADO       | DENVER           | SAFEWAY       | 1.50   | 12/31/89 | 0.20   |       | 1.55  | 1/07/90  | 0.20   | 0.05   | 0.05   |
| CONNECTICUT    | HARTFORD         | FINAST        | 1.70   | 11/26/89 | 0.40   |       | 1.85  | 1/07/90  | 0.40   | 0.15   | 0.05   |
| CONNECTICUT    | HARTFORD         | STOP&SHOP     | 1.77   | 12/10/89 | 0.40   |       | 1.83  | 12/17/89 | 0.40   | 0.06   | 0.05   |
| FLORIDA        | ORLANDO          | WINN DIXIE    | 1.45   | 12/10/89 | 0.24   |       | 1.55  | 12/31/89 | 0.24   | 0.10   | 0.05   |
| FLORIDA        | TAMPA            | WINN DIXIE    | 1.46   | 12/03/89 | 0.24   |       | 1.55  | 12/17/89 | 0.24   | 0.09   | 0.05   |
| FLORIDA        | TAMPA            | U SAVE        | 1.47   | 12/10/89 | 0.24   |       | 1.50  | 12/24/89 | 0.24   | 0.03   | 0.05   |
| GEORGIA        | ATLANTA          | BIG STAR      | 1.27   | 10/08/89 | 0.12   |       | 1.35  | 11/12/89 | 0.12   | 0.08   | 0.05   |
| ILL.           | CHICAGO          | JEWEL         | 1.93   | 11/26/89 | 0.30   |       | 2.01  | 12/31/89 | 0.30   | 0.08   | 0.05   |
| IOWA           | DES MOINES       | HY VEE        | 1.60   | 11/19/89 | 0.34   |       | 1.67  | 12/10/89 | 0.34   | 0.07   | 0.05   |
| KANSAS         | WICHITA          | DILLON        | 1.53   | 12/10/89 | 0.24   |       | 1.59  | 12/24/89 | 0.24   | 0.06   | 0.05   |
| KENTUCKY       | LOUISVILLE       | WINN DIXIE    | 1.21   | 12/10/89 | 0.03   |       | 1.24  | 12/24/89 | 0.03   | 0.03   | 0.05   |
| KENTUCKY       | LOUISVILLE       | KROGER        | 1.20   | 11/26/89 | 0.03   |       | 1.25  | 2/11/90  | 0.03   | 0.05   | 0.05   |
| LOUISIANA      | NO               | WINN-DIXIE    | 1.40   | 12/17/89 | 0.16   |       | 1.48  | 12/31/89 | 0.16   | 0.08   | 0.05   |
| LOUISIANA      | NO               | DELCHAMPS     | 1.50   | 11/26/89 | 0.16   |       | 1.57  | 12/24/89 | 0.16   | 0.07   | 0.05   |
| MARYLAND       | BALT/DC          | GIANT         | 1.48   | 12/03/89 | 0.13   |       | 1.53  | 12/10/89 | 0.13   | 0.05   | 0.05   |
| MASS.          | BOSTON           | STOP&SHOP     | 1.63   | 11/26/89 | 0.26   |       | 1.70  | 12/17/89 | 0.26   | 0.07   | 0.05   |
| MICHIGAN       | GRAND RAPIDS     | D&W GRAND     | 1.45   | 11/26/89 | 0.25   |       | 1.55  | 12/31/89 | 0.25   | 0.10   | 0.05   |
| MICHIGAN       | GRAND RAPIDS     | MEIJER        | 1.42   | 12/03/89 | 0.25   |       | 1.53  | 12/10/89 | 0.25   | 0.11   | 0.05   |
| MISSOURI       | ST. LOUIS        | NATIONAL      | 1.25   | 12/03/89 | 0.13   |       | 1.32  | 1/07/90  | 0.13   | 0.07   | 0.05   |
| NEBRASKA       | OMAHA            | HY VEE        | 1.53   | 11/05/89 | 0.27   |       | 1.60  | 12/10/89 | 0.27   | 0.07   | 0.05   |
| NEW YORK       | ALBANY           | PRICE CHOPPER | 1.80   | 12/03/89 | 0.33   |       | 1.88  | 12/10/89 | 0.33   | 0.08   | 0.05   |
| NORTH CAROLINA | CHARLOTTE        | WINN-DIXIE    | 1.25   | 11/19/89 | 0.02   |       | 1.31  | 12/24/89 | 0.02   | 0.06   | 0.05   |
| NORTH CAROLINA | RALEIGH          | WINN-DIXIE    | 1.20   | 11/26/89 | 0.02   |       | 1.26  | 1/07/90  | 0.02   | 0.06   | 0.05   |
| NORTH CAROLINA | RALEIGH          | FOOD LION     | 1.18   | 12/10/89 | 0.02   |       | 1.24  | 12/17/89 | 0.02   | 0.06   | 0.05   |
| NORTH CAROLINA | CHARLOTTE        | FOOD LION     | 1.18   | 12/10/89 | 0.02   |       | 1.24  | 12/17/89 | 0.02   | 0.06   | 0.05   |
| OHIO           | COLUMBUS         | KROGER        | 1.45   | 11/26/89 | 0.18   |       | 1.49  | 12/10/89 | 0.18   | 0.04   | 0.05   |
| OHIO           | CLEVELAND        | FINAST        | 1.39   | 11/19/89 | 0.18   |       | 1.49  | 12/03/89 | 0.18   | 0.10   | 0.05   |
| PENNSYLVANIA   | PHILA.           | PATHMARK      | 1.50   |          | 0.18   |       | 1.50  |          | 0.18   | 0.00   | 0.05   |
| RHODE ISLAND   | PROVIDENCE       | ALMACS        | 1.59   | 12/10/89 | 0.37   |       | 1.69  | 2/04/90  | 0.37   | 0.10   | 0.05   |
| TEXAS          | DALLAS/FT. WORTH | WINN-DIXIE    | 1.65   | 08/20/89 | 0.26   |       | 1.45  | 1/14/90  | 0.26   | -0.20  | 0.05   |
| TEXAS          | DALLAS/FT. WORTH | MINYARD       | 1.59   | 12/10/89 | 0.26   |       | 1.63  | 1/07/90  | 0.26   | 0.04   | 0.05   |
| TEXAS          | DALLAS/FT. WORTH | KROGER        | 1.65   | 12/03/89 | 0.26   |       | 1.67  | 12/10/89 | 0.26   | 0.02   | 0.05   |
| TEXAS          | HOUSTON          | APPLE TREE    | 1.50   | 11/05/89 | 0.26   |       | 1.59  | 11/12/90 | 0.26   | 0.09   | 0.05   |
| UTAH           | SLC              | ALBERTSONS    | 1.49   | 11/26/89 | 0.20   |       | 1.56  | 12/17/89 | 0.20   | 0.07   | 0.05   |
| WASH.          | SEATTLE          | SAFEWAY       | 1.73   | 12/24/89 | 0.34   |       | 1.80  | 1/28/90  | 0.34   | 0.07   | 0.05   |
| WASH.          | SEATTLE          | ALBERTSONS    | 1.69   | 12/10/89 | 0.34   |       | 1.79  | 12/24/89 | 0.34   | 0.10   | 0.05   |

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